

2008 CANADIAN VISITORS TO ARIZONA

VISITATION VOLUME	
Total Canadian Visitation to Arizona	514,500
QUARTER OF TRAVEL	
1st Quarter	43.1%
2nd Quarter	29.8%
3rd Quarter	9.9%
4th Quarter	17.2%

VISITORS BY PROVINCE	
Alberta	30.3%
British Columbia & Terr.	25.0%
Ontario	26.1%
Quebec	6.1%
Manitoba	5.3%
Saskatchewan	4.8%
Atlantic Canada	2.4%

Visitor Demographics:

GENDER	
Female	48.1%
Male	46.1%

AGE	
Children 0-19 years	5.6%
20-34 years	5.5%
35-54 years	27.2%
55-74 years	50.3%
75+ years	5.6%
Unknown	5.8%

PARTY COMPOSITION	
Avg Travel Party Size	2.0 persons
Traveling Alone	12.9%
2 Adults	60.5%
3+ Adults	11.8%
Adults and Children	9.0%
Unknown	5.8%

TRAVEL PARTY SIZE	
1 person	13.9%
2 persons	64.7%
3 persons	4.8%
4 persons	9.0%
5-9 persons	7.1%
10+ persons	0.6%

Trip Behavior:

LENGTH OF STAY	
Avg Visit Duration	16.7 nights
1-3 nights	20.3%
4-9 nights	42.3%
10-20 nights	16.7%
21+ nights	20.7%

MODE OF ENTRY	
Airplane	53.6%
Auto	42.4%
Via USA	2.9%
Other	0.7%
Bus	0.3%

Source: Statistics Canada

Trip Behavior (continued):

MAIN TRIP REASON	
Holiday, Vacation	54.1%
Visit Friends or Relatives	16.0%
Second Home, Cottage, Condo	11.4%
Convention, Conference, Trade Show	6.0%
Meetings	4.5%
Attend Events, Attractions	3.1%
Personal (Medical, Wedding, etc)	1.5%
Other	1.4%
Other Work	1.2%
Educational Study	0.4%

ACCOMMODATIONS	
Hotel Only	22.4%
Home of Friend or Relatives Only	14.7%
Other Only	11.4%
Camping or Trailer Park Only	10.5%
Motel Only	10.2%
No Accommodation Reported	7.6%
Motel & Home of Friends/Relatives	6.1%
Other Combinations of 2 types	5.9%
Hotel & Motel	4.2%
Combination of 3 or more types	3.4%
Cottage/Cabin Only	2.5%
Hotel & Home of Friends/Relatives	1.3%

Visitor Spending:

VISITOR SPENDING (CDN \$)	
Avg Spending per Visit	\$1,135.29 CDN
\$0—\$299 CDN*	10.0%
\$300—\$1,999 CDN*	46.5%
\$2,000—\$7,999 CDN*	38.4%
\$8,000+ CDN*	4.9%

VISITOR SPENDING (US \$)	
Avg Spending per Visit	\$1,210.20 US
\$0 - \$319 US*	10.0%
\$320 - \$2,131 US*	46.5%
\$2,132 - \$8,527 US*	38.4%
\$8,528+ US*	4.9%

*Annualized Conversion rate for 2008: \$1 CDN = \$0.9381 US

VISITOR SPENDING PER NIGHT (CDN \$)	
Avg Spending per Night	\$68.03 CDN

VISITOR SPENDING PER NIGHT (US \$)	
Avg Spending per Night	\$72.52 US